



WPTV

ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates 10/17/12-10/20/12

Contract / Revision 314784 /

Original Date / Revision
10/15/12 10/19/12

Advertiser FDP - 3 Pack Abruzzo, Sach:

Agency Davis Group (The)

Buying Contact

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Product

Florida Democratic Party

Agency Com 15%

Billing Contact Pam Newby

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1354

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	27	\$25,988.75	\$30,575.00	0.00
Totals	27	\$25,988.75	\$30,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/20/12	27	\$25,988.75	\$30,575.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/17/12	10/20/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-- 111--		3		\$1,200.00		0.00					
N 2	WPTV	10/17/12	10/20/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 111--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-- 111--		3		\$1,500.00		0.00					
N 3	WPTV	10/17/12	10/20/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 111--	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00



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Page 2 of 3

Contract / Revision **314784** Flight Dates **10/17/12-10/20/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/19/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1354**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/17/12	10/20/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 111--	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- 111--		3			\$500.00		0.00			
N 4	WPTV	10/17/12	10/20/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-- 1- 1--	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- 1- 1--		2			\$725.00		0.00			
N 5	WPTV	10/17/12	10/20/12	M-F 5-530p M-F 5-530p	CM	5-530p	--- 1---	:30	1	\$1,600.00	FX	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--- 1---		1			\$1,600.00		0.00			
N 6	WPTV	10/17/12	10/20/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- 111--	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- 111--		3			\$1,800.00		0.00			
N 7	WPTV	10/17/12	10/20/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 1- 1--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- 1- 1--		2			\$950.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPTV	10/15/12-10/21/12	M-F 7-730p		7-730p		-- W- -F----	:30	(\$950.00)	0.00	NM		
		See MG 7.3												
		[ET not airing due to debate]												
	3	NPTV	10/15/12-10/21/12	Sa 1130p-1a		1130p-1a		-----Sa--	:30	\$950.00	0.00	NM		
		Ⓜ MG for 7.1 10/17												
		program change												
N 8	WPTV	10/17/12	10/20/12	M-F 730-8p M-F 730-8p	CM	730-8p	--- 1---	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--- 1---		1			\$950.00		0.00			
N 9	WPTV	10/17/12	10/20/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-- 111--	:30	3	\$1,400.00	FX	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- 111--		3			\$1,400.00		0.00			
N 10	WPTV	10/17/12	10/20/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-- 11---	:30	2	\$575.00	FX	0.00 NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-- 11---		2			\$575.00		0.00			
N 11	WPTV	10/17/12	10/20/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$725.00		0.00			
N 12	WPTV	10/17/12	10/20/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$850.00		0.00			
N 13	WPTV	10/17/12	10/20/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$1,400.00		0.00			



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Page 3 of 3

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Advertiser **FDP - 3 Pack Abruzzo, Sac** Product **Florida Democratic Party** Estimate # **1354**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
N14	WPTV	10/17/12	10/20/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$1,350.00		0.00								
Totals														27	\$30,575.00		